

$\Delta(0) = 4.1 \pm 0.7$

REF. # _____
CHK. # _____
ALEXMAN # _____

REP #	OFF #	SALESMAN #
BUYER	NAME	MEDIA PLACEMENT
SALES PRSN	WA	DAVE CLARK

REGIONAL

REGIONAL

DATE AUG24/12 12.02

DATE AUG24/12 12.02

CASH IN ADVANCE SCHEDULE *****

TO BE SENT TO AGENCY IDB#9914019

P12/2

ADLINE# 6296991
ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG24/12 12.02
*** WDCM-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
3			1130P-1200M PROGRAM : 30 ROCK B< CON COM1: 30 ROCK B<	30		\$450.00	10/19	10/19	1		FRI	1
4			1030P-1100P PROGRAM : HOW-MET-MTHR B< CON COM1: HOW-MET-MTHR B<	30		\$450.00	10/22	10/22	1		MON	1
5			1100A-1200N PROGRAM : PEOPLE'S CRT B< CON COM1: PEOPLE'S CRT B<	30		\$400.00	10/22	10/22	1		MON	1
6			400P-600P PROGRAM : SAT MOVIE CON COM1: SAT MOVIE	30		\$250.00	10/20	10/20	1		SAT	1
7			600P-630P PROGRAM : FAMILY GUY CON COM1: FAMILY GUY	30		\$250.00	10/20	10/20	1		SAT	1
8			630P-700P PROGRAM : FAMILY GUY CON COM1: FAMILY GUY	30		\$250.00	10/20	10/20	1		SAT	1
9			300P-500P PROGRAM : SUN MOVIE CON COM1: SUN MOVIE	30		\$250.00	10/21	10/21	1		SUN	1
10			630P-700P PROGRAM : TWO & HALF MEN CON COM1: TWO & HALF MEN	30		\$500.00	10/21	10/21	1		SUN	1
11			1030P-1100P PROGRAM : HOW-MET-MTHR B< CON COM1: HOW-MET-MTHR B<	30		\$450.00	10/18	10/18	1		THU	1

HEADLINE# 6296991
ORIGINAL REV#0 ***

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880
HARRIS REPORT FROM REP

AUG24/12 12.02
*** WDCW-TV ***

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START DATE	: END DATE	:SPTS/WK	: WEEK INVT	: DAYS	:TOTL SPTS
12			730P-800P	30	PL2/2	\$1,400.00	10/18	10/18	1		THU	1
	PROGRAM :		TWO&HALF MEN B<									
	CON COM1:		TWO&HALF MEN B<									
13			1000A-1100A	30		\$400.00	10/16	10/16	1		TUE	1
	PROGRAM :		PEOPLE'S COURT<									
	CON COM1:		PEOPLE'S COURT<									
14			1100P-1130P	30		\$450.00	10/16	10/16	1		TUE	1
	PROGRAM :		30 ROCK<									
	CON COM1:		30 ROCK<									
15			1000P-1030P	30		\$450.00	10/17	10/17	1		WED	1
	PROGRAM :		HOW-MET-MOTHER<									
	CON COM1:		HOW-MET-MOTHER<									
16			1100A-1200N	30		\$400.00	10/17	10/17	1		WED	1
	PROGRAM :		PEOPLE'S CRT B<									
	CON COM1:		PEOPLE'S CRT B<									
17			700P-730P	30		\$1,200.00	10/17	10/17	1		WED	1
	PROGRAM :		TWO & HALF MEN<									
	CON COM1:		TWO & HALF MEN<									

OCT/12 \$8,400.00

CONTRACT TOTAL \$8,400.00
TOTAL SPOTS 17

MARKET TOTALS \$280,000 WDCW 3% WJLA 23% WUSA 18% WRC 27% WTTG 26% WPXW 0% WDCA 3%
CABL 0%

SVC- NSI
DEMOS- RA35+*